

HMSA



Blue Cross
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November 19, 2009

Jim Williams, Administrator
Hawaii Employer-Union Health
Benefits Trust Fund
P.O Box 2121
Honolulu, Hawaii 96805-2121

Via Facsimile
Original to Follow

Re: Yesterday's Telecon

Dear Mr. Williams:

Thank you for your time yesterday to discuss your concerns about an email sent by Dr. Sayama of HMSA to 7 of his family and friends.

It is our understanding from that conversation that your concern is that Dr. Sayama's email regarding EUTF Open Enrollment was not authorized by your office.

As we explained to you, HMSA allows its employees to use their HMSA email account and computer for non-work related purposes including sending emails. As further discussed, we interpret your October 16, 2009 letter to Plans to require authorization for content of direct mail campaigns and scripts to be used at Open Enrollment Benefit Fair presentations.

Pursuant to your request, we have asked Dr. Sayama to send an email to those same family and friends to inform them that the email was not authorized by you.

We would appreciate your sharing this letter with the Board of Trustees.

Please let me know if we can be of further assistance in this matter.

Sincerely,

Francie Boland
Vice President
Legal Services

Cc: Russell Suzuki, AG's Office

